Amendments to the Claims:

This listing of claims will replace all prior versions, and listings, of claims in the

application:

Listing of Claims:

1-28 (canceled)

29. (Currently Amended) A broadcast ~~programming~~network ~~device~~end viewer terminal,

comprising:

    a tuner configured to tune to any one of multiple broadcast video programming

reception channels to receive, via a broadcast network, (i) broadcast video

programming scheduled on the one of the multiple reception channels to which the

tuner is tuned and (ii) commerce related information associated with multiple products

~~icon related data indicative of the availability of commerce related information~~

~~associated with at least one product available for purchase via the network;~~

    a processor configured ~~to process the received icon related data and~~to execute a

first application to thereby direct a simultaneous display of ~~an icon~~a list of the multiple

products associated with the received commerce related information with a display of

the scheduled broadcast video programming; ~~and~~

    a display screen configured to display the scheduled broadcast video

programming and, in accordance with the directive, to simultaneously display the ~~icon~~

list of the multiple products; and

    a controller operable by the end viewer to select one of the products in the

displayed list of products for purchase;

    wherein, based on the end viewer selection of the one product for purchase, the

processor is further configured to (i) determine, based on the received product related

information, if product configuration data is required for the one product selected for purchase, and (ii) if product configuration data is determined to be required, execute a second application to thereby direct a simultaneous display of a request for product configuration data for the one product selected for purchase with the display of the scheduled broadcast video programming, and the display screen is further configured, in accordance with this directive, to simultaneously display the request for product configuration data with the display of the scheduled broadcast video programming.

30. (Currently Amended) ~~A network device~~The end viewer terminal according to claim 29, wherein:

the tuner is further configured to also receive ~~the available commerce information~~icon related data indicative of the availability of commerce related information if tuned to the one channel;

the processor is further configured ~~to process the received available commerce information and~~to direct, based on the received icon related data, a simultaneous display of ~~the received available commerce information~~an icon with the display of the scheduled broadcast video programming; ~~and~~

~~wherein~~the display screen is further configured, in accordance with the directive, to simultaneously display the ~~received available commerce information~~icon with the display of the scheduled broadcast video programming;

the controller is further operable by the end viewer to select the displayed icon; and

the processor executes the first application based on the selection of the icon.

31. (Currently Amended) ~~A network device~~The end viewer terminal according to claim 30, ~~further comprising~~wherein:

~~a controller configured to enter a user input associated with the icon;~~

~~wherein~~the processor is further configured to ~~directs the simultaneous display of the received available~~direct transmission, via the broadcast network, of a request for the commerce related information ~~with the display of the scheduled broadcast video programming based on the user input~~based on the selection of the displayed icon; and

the commerce related information is received responsive to the directed transmission of the request.

32. (Currently Amended) ~~A network device~~The end viewer terminal according to claim ~~30~~29, wherein:

~~the icon related data and~~the ~~available~~commerce related information ~~are~~is received via an out-of-band data path.

33. (Currently Amended) ~~A network device~~The end viewer terminal according to claim 29, wherein ~~available~~commerce related information is associated with the scheduled video programming.

34. (Currently Amended) ~~A network device~~The end viewer terminal according to claim 29, wherein the tuner and processor are housed in a television set top box.

35. (Currently Amended) ~~A network device~~The end viewer terminal according to claim 29, wherein:

~~the available commerce related information is information regarding purchase of~~

~~the product~~

execution of the first application also thereby directs a simultaneous display, with the display of the scheduled broadcast video programming and the list of multiple products, of a first button for indicating an end viewer desires to purchase a selected product in the displayed list of the products;

the display screen is further configured to simultaneously display the first button with the displayed scheduled broadcast video programming and the displayed list of multiple products, in accordance with the directive;

the controller is further operable by the end viewer to select the displayed first button; and

selection of the one product for purchase includes first selecting the one product in the displayed list of products and then selections the displayed first button to indicate the end viewer desire to purchase the selected one product.

36. (Currently Amended) ~~A network device~~The end viewer terminal according to claim ~~29~~35, wherein:

~~the commerce-related information includes a listing identifying a plurality of products~~

execution of the first application also thereby directs a simultaneous display, with the display of the scheduled broadcast video programming, the list of multiple products and the first button, of a second button for indicating an end viewer desire to view product configuration data required for a selected product on the displayed list of the products;

the display screen is further configured to simultaneously display the second button with the displayed scheduled broadcast video programming, the displayed list of multiple products and the displayed first button, in accordance with the directive;

the controller is further operable by the end viewer to first select another of the

products in the displayed list of products and to then select the displayed second

button; and

the processor is further configured to direct, based on the selection of the

displayed second button, a simultaneous display of a request for product configuration

data for the other selected product with the display of the scheduled broadcast video

programming, and the display screen is further configured, in accordance with this

directive, to simultaneously display the request for product configuration data for the

other selected product with the display of the scheduled broadcast video programming.

37. (Currently Amended) ~~A network device~~The end viewer terminal according to claim

29, wherein the commerce related information corresponds to a user preference.

38. (Currently Amended) ~~A network device~~The end user terminal according to claim

~~29~~30, wherein the processor directs the simultaneous display of the icon by triggering

the display of the icon on the display screen based on the processing of the icon related

data so as to be simultaneous with a display of a predetermined portion of the

scheduled video programming on the display screen.

39. (Currently Amended) A method for receiving commerce related information over a

broadcast programming network, comprising:

tuning to one of multiple selectable broadcast video programming reception

channels;

receiving, via the broadcast programming network responsive to being tuned to

the one channel, (i) broadcast video programming scheduled on the one channel and

~~icon related data indicative of the availability of commerce related information~~

~~associated with at least one product available for purchase via the network~~(ii)

commerce related information associated with multiple products;

~~processing the received icon related data~~executing a first application to generate

an first instruction directing a display of ~~an icon~~a list of the multiple products associated

with the received commerce related information simultaneous with a display of the

scheduled broadcast video programming; and

simultaneously displaying the scheduled broadcast video programming and the

~~icon~~list of the multiple products in accordance with the generated first instruction;

receiving an end viewer input representing a selection of one of the products in

the displayed list of products for purchase;

determining, based on the received product related information, if product

configuration data is required for the one product selected for purchase;

if product configuration data is determined to be required, executing a second

application to generate a second instruction directing a simultaneous display of a

request for product configuration data for the one product selected for purchase with

the display of the scheduled broadcast video programming; and

simultaneously displaying the request for product configuration data with the

display of the scheduled broadcast video programming in accordance with the

generated second instruction.

40. (Currently Amended) A̲The method according to claim 39, ~~wherein the instruction is~~

~~a first instruction, and~~further comprising:

receiving ~~the available commerce information~~icon related data indicative of the

availability of commerce related information, responsive to being tuned to the one

channel;

~~processing the received available commerce information to generate~~generating, based on the received icon related data, a ~~second~~third instruction directing a simultaneous display of ~~the received available commerce information~~an icon with the display of the scheduled broadcast video programming; ~~and~~

simultaneously displaying the ~~received available commerce information~~icon with the received scheduled broadcast video programming in accordance with the ~~second~~third instruction; and

receiving a second end viewer input representing a selection of the displayed icon;

wherein the first application is executed based on the receipt of the second end viewer input.

41. (Currently Amended) A~~The~~ method according to claim 40, further comprising:

~~receiving a user input associated with the icon;~~

transmitting, via the broadcast programming network, a request for the ~~wherein the received available~~commerce related information ~~is processed to generate the second instruction~~based on the receipt of the ~~user~~second end viewer input;

wherein the commerce related information is received responsive to the transmitted request.

42. (Currently Amended) A~~The~~ method according to claim 4~~0~~39, wherein ~~the icon related data and~~the ~~available~~ commerce related information ~~are~~is received via an out-of-band data path.

43. (Currently Amended) A~~The~~ method according to claim 39, wherein the ~~available~~ commerce related information is associated with the scheduled video programming.

44. (Currently Amended) A method according to claim 39, wherein ~~the available commerce related information is information regarding purchase of the product~~the generated first instruction also directs a simultaneous display, with the display of the scheduled broadcast video programming and the list of multiple products, of a first button for indicating an end viewer desire to purchase a selected product in the displayed list of the products, and further comprising:

simultaneously displaying the first button with the displayed scheduled broadcast video programming and the displayed list of multiple products, in accordance with the generated first instruction;

wherein the receiving of the end viewer input representing the selection of the one product for purchase includes first receiving a first end viewer input selecting the one product from the displayed list of products and then receiving a second end viewer input selecting the displayed first button indicating the end viewer desire to purchase the selected one product.

45. (Currently Amended) A~~The~~ method according to claim ~~39~~44, wherein ~~the commerce related information includes a listing identifying a plurality of products~~the generated first instruction also directs a simultaneous display, with the display of the scheduled broadcast video programming, the list of multiple products and the first button, of a second button for indicating an end viewer desire to view product configuration data required for a selected product on the displayed list of the products, and further comprising:

simultaneously displaying the second button with the displayed scheduled broadcast video programming, the displayed list of multiple products and the displayed first button, in accordance with the generated first instruction;

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receiving a third end viewer input representing a selection of another of the products in the displayed list of products;

receiving, after receipt of the third end viewer input, a fourth end viewer input representing a selection of the displayed second button; and

generating a third instruction, based on the receipt of the fourth end viewer input, directing a simultaneous display of a request for product configuration data for the other selected product with the display of the scheduled broadcast video programming; and

simultaneously displaying, in accordance with the generated third instruction, the request for product configuration data for the other selected product with the display of the scheduled broadcast video programming.

46. (Currently Amended) A~~The~~ method according to claim 39, wherein the commerce related information corresponds to a user preference.

47. (Currently Amended) A~~The~~ method according to claim ~~39~~40, wherein the generated third instruction ~~generated by processing the icon related data~~triggers the displaying of the icon so as to be simultaneous with the displaying of a predetermined portion of the scheduled video programming.

48.-51. (Cancelled)